

Rep Order# 7880878 Ver# 11 Mod# 3 Status Confirmed Traffic Order# 23689
EC'd Yes

Last Received: 09/27/2012 12:27 PM Printed: 09/26/2012 2:31 PM

Showing Buylines: All Lines

1 of 4

Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2600
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155426/2600
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks
Salesperson Phone# 202-872-1155
Salesperson FAX#

—CONTRACT COMMENT—

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/21-09/21	1	\$200.00	1
		Rating: 2.8						
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	09/24-09/27	4	\$200.00	4
		Rating: 2.8						
6	F	TODAY SHW	7A-8A	:30	09/21-09/21	1	\$450.00	1
		Rating: 2.8						
7	M-TH	TODAY SHW	7A-8A	:30	09/24-09/27	4	\$450.00	4
		Rating: 2.8						
11	SU	MEET PRESS-SUN	8A-9A	:30	09/23-09/23	1	\$150.00	1
		Rating: 1.2						
12	F	TODAY SHW2	9A-10A	:30	09/21-09/21	1	\$200.00	1
		Rating: 1.4						
13	M-TH	TODAY SHW2	9A-10A	:30	09/24-09/27	4	\$200.00	4
		Rating: 1.4						
17	F	KSL 5 NWS-NOON	12P-1P	:30	09/21-09/21	1	\$200.00	1
		Rating: 1.2						

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Station	KSL-TV SALT LAKE CITY			Agency	() NATIONAL MEDIA RESEARCH PLANNING			Rep Firm	
Advertiser	NRCC-NATL REPUB CONG			815 SLATERS LANE	Sales Office () WASHINGTON			Salesperson () JAMIE ANDRUS	
Product	NRCC IE 2012			ALEXANDRIA, VA 22314	Agency C/P1/P2/E 155/426/2600			Salesperson Phone# 202-872-1155	
Estimate#	2600			Flight Dates 09/21/2012 - 09/27/2012	Hiatus Weeks			Salesperson FAX#	
Buyer	TRACEY ROBINSON			Phone# Fax#	Time			Time	
Ln.	Day	Program			Len	Dates	Spots/Week	Rate	
								Total Spots	
18	M-TH	KSL 5 NWS-NOON	Rating: 1.2	Buyline Comment: 1/DAY	12P-1P	:30	09/24-09/27	4	\$200.00
22	F	KSL 5 NWS AT 5	Rating: 2.8	Buyline Comment: 1/DAY	5P-530P	:30	09/21-09/21	1	\$400.00
23	M-TH	KSL 5 NWS AT 5	Rating: 2.8	Buyline Comment: 1/DAY	5P-530P	:30	09/24-09/27	4	\$400.00
27	F	KSL 5 NWS AT 6	Rating: 3.8	Buyline Comment: 1/DAY	6P-630P	:30	09/21-09/21	1	\$500.00
28	M-TH	KSL 5 NWS AT 6	Rating: 3.8	Buyline Comment: 1/DAY	6P-630P	:30	09/24-09/27	4	\$500.00
32	SA	NOTRE DAME	Rating: 2.4	Buyline Comment: 1/DAY	530P-9P	:30	09/22-09/22	1	\$225.00
33	F	GAME NIGHT LIVE	Rating: 3.0	Buyline Comment: 1/DAY	630P-7P	:30	09/21-09/21	1	\$400.00
34	M-TH	KSL 5 NWS-6:30	Rating: 3.0	Buyline Comment: 1/DAY	630P-7P	:30	09/24-09/27	3	\$400.00
38	TU	THE VOICE	Rating: 6.8	Buyline Comment: 1/DAY	7P-8P	:30	09/25-09/25	1	\$3,800.00
39	F	GRIMM-NBC	Rating: 4.9	Buyline Comment: 1/DAY	8P-9P	:30	09/21-09/21	1	\$1,400.00

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Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2680
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLAVERS LANE
ALEXANDRIA, VA 22314
Agency C/P/I/P2/E 155426/2600
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks

Rep Firm () WASHINGTON
Sales Office () WASHINGTON
Salesperson () JAMIE ANDRUS
Salesperson Phone# 202-872-1155
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
40	F	DATELINE FR-NBC	9P-10P	:30	09/21-09/21	1	\$1,100.00	1

Rating: 3.4

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
41	SU	KSL NFL EDITION	930P-10P	:30	09/23-09/23	0	\$800.00	0

Rating: 6.7

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
42	M-TH	KSL 5 NEWS-10	10P-1035P	:30	09/24-09/27	4	\$1,800.00	4

Rating: 7.3

Buyline Comment: 1/DAY

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
46	SA	KSL 5 NEWS-10	10P-1035P	:30	09/22-09/22	1	\$1,200.00	1

Rating: 5.5

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
47	SU	KSL 5 NEWS-10	10P-1035P	:30	09/23-09/23	1	\$2,100.00	1

Rating: 8.6

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
48	F	TONITE SHW	1035P-1137P	:30	09/21-09/21	1	\$550.00	1

Rating: 3.4

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
49	TU-W	TONITE SHW	1035P-1137P	:30	09/25-09/26	2	\$550.00	2

Rating: 3.4

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
50	SA	TONITE SHW	1035P-1137P	:30	09/22-09/22	1	\$375.00	1

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
51	SA	TONITE SHW	1035P-1137P	:30	09/23-09/23	1	\$475.00	1

Rating: 3.0

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
52	SU	SPORTS BEAT SA	1035P-1105P	:30	09/22-09/22	1	\$475.00	1

Rating: 4.4

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
53	TH	TODAY SHOW	1P-2P	:30	09/27-09/27	1	\$200.00	1

Rating: 3.0

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
54	TH	DR PHIL	3P-4P	:30	09/27-09/27	1	\$200.00	1

Rating: 3.0

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Product NRCC IE 2012
Estimate# 2600
Buyer TRACEY ROBINSON
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/2600
Flight Dates 09/21/2012 - 09/27/2012
Hiatus Weeks
Salesperson Phone# 202-872-1155
Salesperson FAX#

—REPORT TOTALS—

Report Totals: 52 / \$31,425.00

—SALES MONTHLY TOTALS—

Sep 12: 52 / \$31,425.00

Sales Totals: 52 / \$31,425.00

Station Totals: 52 / \$31,425.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

\$104,750

CABL

0%
KUCW

KSL

30%
UNKN

RSTU

0%

KTFW

0%

Books null
Demos RA35+